

PHILIP MORRIS ASIA INCORPORATED  
INTER-OFFICE CORRESPONDENCE  
25/F, UNITED CENTRE, HONG KONG

To: Distribution

Date: March 1, 1990

From: Jan Goodheart

Subject: Marlboro Advertising

There is a complaint pending against PM in Korea regarding ad copy for Marlboro. At the request of our lawyers, we are going to put together a listing of the ad copy used throughout Asia. I would like to know if we utilize either of the following copy lines in your market:

1. "Marlboro - The number one cigarette in the world" (or a variation of this line)
2. "Come to where the flavor is"

If this copy is used, please advise if it appears in English or in translation. Also, please indicate over what period of time these copy lines have been used.

Thanks in advance for your cooperation. Your earliest reply would be much appreciated.

Regards,

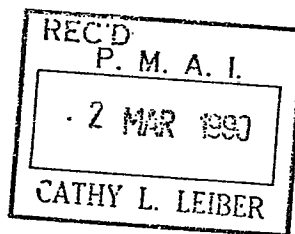
*Jan Goodheart*

Jan Goodheart

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